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Notes:

1. Untranslatable words are replaced with asterisks (****).
2. Texts in the figures are not translated and shown as it is.

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Dictionary: Last updated 10/08/2008 / Priority:

FULL CONTENTS

[Claim(s)]

[Claim 1] While receiving the terminal for data communications by the side of a customer (2), the terminal for data communications by the side of the store (1) which provides predetermined service for a customer (2), and the customer data offered from the customer (2) side from the terminal for data communications by the side of a store (1) Between the terminals for data communications by the side of a customer (2), are the server terminal (6) which performs ***** of data the system which it had, and [a server terminal (6)] While transmitting a processing means (16),

and questionnaire data to an applicable customer's (2)'s terminal side for data communications The customer survey recovery system equipped with transmission-and-reception ***** (13)

[Claim 2] The terminal for data communications by the side of a customer (2) is the cellular phone (7) equipped with the display which the E-mail of Moers Poole set up beforehand can read

by the E-mail transmitted to above-mentioned Moers Poole, and in which the display and reply input in a cellular phone (7) are possible.

[Claim 3] Claim 1 or 2 customer survey recovery systems equipped with an information data transmitting means by which a processing means (16) transmits information data other than a questionnaire to the customer (2) corresponding to the predetermined conditions beforehand set up based on reply data or customer data.

[Claim 4] The customer survey recovery system of Claim 3 which is premium data which information data can reproduce for the premium which consists of graphics or a character by

the terminal side for data communications.

[Claim 5] Claim 1, 2, 3, or 4 customer survey recovery systems by which it had an accumulation means (18) to make the data from the terminal for data communications, or the data created by the processing means side store in a server terminal (6).

[Detailed Description of the Invention]

[0001]

[Field of the Invention] This invention relates to the customer survey recovery system which carries out and collects the questionnaires to a customer to a store.

[0002]

[Description of the Prior Art] At stores (for example, restaurant), such as a service industry, many management strategies which the reputation of a store is raised and aim at acquisition of the further customer etc. are conventionally taken in by collecting the evaluations (a customer's voice) of a customer to the store concerned. At this time, as many customers' as possible voice is brought together in the management strategy concerned, and it becomes important to evaluate the dissatisfied point over the store concerned. That is, it is because discovery of an improving point becomes easy by clarification of a dissatisfied point.

[0003] And although the above-mentioned customer's voice is collected by recovery of the questionnaire which usually allotted the questionnaire etc. in the store and was filled in by the customer In this case, the dissatisfied point was easily uncollectible except that it was difficult to raise the recovery rate of a questionnaire by writing a dissatisfied point having resistance etc., in order that the entry to a questionnaire might be troublesome and a customer might fill in a questionnaire in a store.

[0004] Moreover, if many dissatisfied points are in the customer side to an applicable store, it will refrain from next coming to the store in many cases, and it can gain a continuous customer to the store side in this case. For this reason, although there was the necessity of performing systematically the after follow to the customer who had many dissatisfied points in the store side, it was difficult even by even discovering the customer who the recovery rate of the questionnaire was also comparatively low and had many dissatisfied points in the store side by the former.

[0005] For this reason, in the above-mentioned store side, the customer to a self-store who collected many customer evaluations easily as it could do, and had many dissatisfied points was discovered, and a customer survey recovery system for carrying out after follow was

desired.

[0006]

[Means for solving problem] [the customer survey recovery system of this invention for solving the above-mentioned technical problem] While receiving the terminal for data communications by the side of a customer 2, the terminal for data communications by the side of the store 1 which provides predetermined service for a customer 2, and the customer data offered from the customer 2 side from the terminal for data communications by the side of a store 1 Between the terminals for data communications by the side of a customer 2, are the server terminal 6 which performs ***** of data the system which it had, and [the server terminal 6] While transmitting a processing means 16 to create the questionnaire data to the applicable customer 2 based on the received customer data, and questionnaire data to the applicable customer's 2 terminal side for data communications It is characterized [1st] by having transmission-and-reception ***** 13 which receives the reply data of the questionnaire from the terminal for data communications by the side of a customer 2.

[0007] It is the cellular phone 7 equipped with the display which the E-mail of Moers Poole where the terminal for data communications by the side of a customer 2 was set [2nd] up beforehand can read [REDACTED] side by the E-mail transmitted to above-mentioned Moers Poole, and it is characterized by being data in which the display and reply input in the cellular phone 7 are possible.

[0008] It is characterized by having an information data transmitting means to transmit the information data except a questionnaire, to the customer 2 corresponding to the predetermined conditions that the processing means 16 was beforehand set as the 3rd based on reply data or customer data.

[0009] It is characterized by being premium data reproducible for the premium with which information data is set to the 4th from graphics or a character by the terminal side for data communications.

[0010] It is characterized by equipping the 5th with an accumulation means 18 to make the data from the terminal for data communications, or the data created by the processing means side store in the server terminal 6.

[0011]

[Mode for carrying out the invention] Next, the customer survey recovery system of this invention is explained. Drawing 1 is the schematic view of this system, and the questionnaire Management Department 3 which performs dispatch of the questionnaire about a store 1 etc., recovery of the questionnaire from a customer 2, etc. [REDACTED]
[REDACTED]

[0012] For this reason, the server computer (server terminal) 6 is arranged at the questionnaire Management Department 3 side. The cellular phones (terminal for data communications) 7 with which the client computer (terminal for data communications) 4 which performs the above-mentioned server computer 6 and data communications to the store 1 side performs the above-mentioned server computer 6 and data communications also to the customer 2 side are each preparation *****.

[0013] And the store 1 side transmits the customer data (it mentions later) offered by the customer 2 with a client computer 4 to the questionnaire Management Department 3 side. The server computer 6 performs data communications to the questionnaire Management Department 3 side through a client computer 4 and the Internet 8. While receiving the customer data from the client computer 4 side and transmitting a questionnaire etc. to a customer's 2 cellular phone 7 with electronic data, it has the composition of receiving the reply of the questionnaire answered with electronic data through the cellular phone 7 from the customer 2 side.

[0014] At this time, a customer's 2 cellular phone 7 communicates the server computer 6 side. The questionnaire (questionnaire data) which is transmitted from the server computer 6 and which was formed into electronic data is received. It displayed on the display, the reply of this questionnaire was inputted by key operation mainly -- from the cellular phone 7, and it has transmitted to the server computer 6 side as electronic data (reply data).

[0015] And it is constituted so that the cellular-phone 7 and server computer 6 side may perform data communications through an E-mail. Exchange of the E-mail by the side of the server computer 6 is possible for the cellular phone 7 through the packet communications network 9 and the Internet 8 on which fee collection is performed according to the amount of packets. For this reason, even when making connection with the mail server of the cellular phone 7 continuously, the jump of the communication charges more than needed can be prevented.

[0016] In addition, in this embodiment, although the case of the cellular phone 7 with which the terminal for data communications by the side of a customer 2 was equipped with the display the reception function of an E-mail and with a web browser function is explained to an example, it is also possible to use a Personal Digital Assistant (PDA), a note type computer, etc. However, by making the terminal for data communications by the side of a customer 2 into the cellular phone 7, the portability of the terminal for data communications by the side of a customer 2 is high, and it enables the customer 2 side to use the system concerned more easily.

[0017] Next, when the operation state of this above-mentioned system is explained still in

detail, as shown in drawing 2 , first [the store 4 side] I get the customer 2 who came to the store at the store 4 to offer the customer information which consists of a customer's 2 e-mail address (it is the address of an E-mail which can receive by the cellular phone 7 used as a terminal for data communications), a customer name, a telephone number, an address, a birthday, etc. for example, at the time of accounts.

[0018] And as shown in drawing 3 , the customer data which formed this customer information into electronic data is transmitted to the server computer 6 of the questionnaire Management Department 3 from a client computer 4. The server computer 6 side receives customer data to the questionnaire Management Department 3 side by this, and this data is inputted into the server computer 6 side.

[0019] As shown in drawing 4 after that The questionnaire Management Department 3 side transmits the questionnaire (E-mail which equipped the cellular phone 7 with questionnaire data) of E-mail form from the server computer 6 based on this customer data to a customer's cellular phone 7 (spool of an E-mail receivable [with this cellular phone 7]).

[0020] And a customer 2 receives the questionnaire mail (E-mail equipped with the above-mentioned questionnaire data) transmitted from the questionnaire Management Department 3 side with the cellular phone 7, as shown in drawing 5 . A reply is inputted into the questionnaire displayed on the cellular phone 7 using the cellular phone 7, reply data is created, and the server computer 6 side is answered in E-mail form.

[0021] Thereby, reply mail (E-mail equipped with reply data) is received, reply data is inputted into the server computer 6 side, and recovery of the questionnaire by the questionnaire Management Department 3 side ends the server computer 6 side.

[0022] Under the predetermined conditions beforehand set up to the customer 2 who performed the reply to a questionnaire as shown in the questionnaire Management Department 3 side after that at drawing 6 A questionnaire transmits NOBERI tea and predetermined messages (it both mentions later), such as a premium, to a customer's cellular-phone 7 side with electronic data as information data which is data of different information in the form of an E-mail (E-mail with which information data was attached).

[0023] As mentioned above, the system of this invention can provide a customer with the NOBERI tea to cooperation of a questionnaire with electronic data while carrying out and collecting questionnaires to a customer 2.

[0024] In addition, as the above-mentioned NOBERI tea, the discount in the case of use of the store concerned on and after next time etc. can be considered, for example. The data (graphic data and text data) which makes a discount certificate (graphics and text,

on the display of the cellular phone 7, etc. turn into information data.

[0025] Moreover, the birthday message presented as a message on a customer's 2 birthday can be considered, and the data of the birthday message concerned written in the text of the E-mail transmitted to a customer 2 turns into information data.

[0026] In the case of a birthday message, as conditions which transmit information data to a customer 2 at this time, it is possible whether, in whether it is a customer's birthday, as offer conditions for NOBERI tea, the server computer 6 received the reply of the questionnaire again, for example.

[0027] In addition, it makes into the offer conditions of NOBERI tea whether for the server computer 6 to have received the reply of the questionnaire in this embodiment, the item of a degree of satisfaction is prepared in a questionnaire, and the example which transmits the discount certificate of the amount of discount according to the level of the degree of satisfaction to the applicable customer 2 is explained.

[0028] And as shown in drawing 7, when a customer does a reincarnation store to an applicable store, use NOBERI tea. Or it sets to the store side by the application of the purport that the questionnaire has been filled out before etc. The customer who has the sending experience of a questionnaire can be grasped, transmission of a questionnaire and NOBERI tea can be performed to the customer 2 concerned like the above by transmitting to the questionnaire Management Department 3 side by using the information on the reincarnation store of the customer 2 concerned as customer data, and the above-mentioned cycle can be repeated.

[0029] Since a customer 2 can reply to a questionnaire by this system after leaving a store 1, and it can reply to a questionnaire easily with the cellular phone 7 as mentioned above, The recovery rate of a questionnaire improves and also the entry of a dissatisfied point to the applicable store 1 by the side of a customer 2 is easy. It becomes possible to collect more dissatisfied points over a store 1 in the store 1 side, the improving point by the side of a store 1 etc. can be easily discovered from the collected dissatisfied point, the quality by the side of a store 1 can be raised, and a customer's 2 degree of satisfaction can be raised.

[0030] And in order that the questionnaire Management Department 3 (server computer 6) side may transmit a birthday present E-mail and the premium data of NOBERI tea to the customer 2 side corresponding to predetermined conditions on a customer's 2 birthday, for example, A customer 2 is provided with NOBERI tea (premium) etc., and the store 1 side can raise a customer's 2 degree of satisfaction still more directly.

[0031] Next, the structure of each above-mentioned terminal and an operation are explained. In addition, [as mentioned above, since the terminal for data communications is the cellular

phone equipped with the display in which a graphic display is possible, omit detailed explanation, but] While an E-mail is receivable from Moers Poole beforehand set up to the cellular phone concerned, it is what has possible displaying on a display by making the graphic data of gif, bmp, jpeg, etc., etc. into graphics.

[0032] [moreover, a client computer 4 and the server computer 6] It is constituted so that it may mention later, and it may communicate through the web page which the server computer 6 offers, and the client computer 4 is a web browser and personal computers, such as a conventionally well-known note type with which predetermined OS was installed.

[0033] For this reason, although detailed explanation of the terminal for data communications by the side of a store 1 (client computer 4) is omitted [a client computer 4] by starting Above OS and a web browser It is possible to make the web page offered by the Web server with which the server terminal (server computer 6)

[0034] Next, the composition of a server terminal (server computer 6) is explained in detail. As shown in drawing 8 , [the server computer 6] Web server 11 which carries out data communications to the client computer 4 of each store 1 through the Internet 8, A processing means 12 to receive customer data from this Web server 11, and to perform predetermined data processing, While performing ***** (data communications) of an E-mail a customer's 2 cellular-phone side through the Internet 8 and the packet communication line network 9 and transmitting the data based on the customer data from the above-mentioned processing means 12 to a customer's cellular-phone 7 side It has transmission-and-reception ***** 13 which receives the E-mail from the cellular-phone 7 side, and is passed to the processing means 12 side.

[0035] Namely, Web server 11 receives customer data from a client computer 4, and sends the server computer 6 to the processing means 12. The data (E-mail) which the processing means 12 transmits to a customer's cellular phone 7 based on customer data is created, it sends to transmission-and-reception ***** 13, and transmission-and-reception ***** 13 transmits the above-mentioned E-mail to Moers Poole corresponding to a customer's cellular phone 7.

[0036] In addition, the above-mentioned E-mail equips the customer's cellular phone with the data (questionnaire data and NOBERI tea data) on which a questionnaire and NOBERI tea are made to display. With the NOBERI tea mail equipped with NOBERI tea data, to the cellular phone 7 [NOBERI tea] It is possible to make a questionnaire display on the cellular phone 7 with the questionnaire mail equipped with questionnaire data, and also it is constituted so that a customer 2 can input an answer into the questionnaire displayed on the cellular phone 7 with questionnaire data from the cellular phone 7.

[0037] And [the reply data created when a customer 2 inputs an answer into a questionnaire from the cellular phone 7 / with an E-mail] if it transmits to the server computer 6 side with the cellular phone 7 The server computer 6 side receives the E-mail (reply mail) with which the above-mentioned transceiving equipment 13 was equipped with reply data, and sends it to the processing means 12 side, and the processing means 12 processes this reply data so that it may mention later. NOBERI tea is transmitted to the customer 2 who agrees on predetermined conditions as mentioned above with electronic data (E-mail) through transceiving equipment 13.

[0038] In addition, although above-mentioned Web server 11 is conventionally well-known and detailed explanation is omitted In the site

[0039]

the reply data inputted by the reply mail from the cellular phone 7, etc. as the above-mentioned processing means is shown in drawing 9 , Information was pulled out from this database server 16, and it has an E-mail creation means 17 to create questionnaire data etc. as an E-mail.

[0040] At this time, it has the skeleton management tool 18 which a database server 16 accumulates two or more skeletons of questionnaire data, and is managed, and the customer-data-management means 19 which carries out accumulation management of customer data or the questionnaire data. When [and] transmitting questionnaire mail to a customer's cellular phone 7 While the E-mail creation means 17 generates the header of an E-mail from the customer data of the customer of a transmission place The skeleton of predetermined questionnaire data is called from the skeleton management tool 18, by writing in the text of the E-mail concerned, questionnaire mail is created and this questionnaire mail is sent to transmission-and-reception ***** 13.

[0041] Transmission-and-reception ***** 13 transmits questionnaire mail to the cellular-phone 7 side (Moers Poole which the cellular phone 7 can read) through the Internet 8 and the packet communication line network 9 by this. If reply mail is transmitted from the cellular-phone 7 side, this reply mail will be received and it will send to the customer-data-management means 19 side.

[0042] In addition, transmission-and-reception ***** 13 is the mail server of a conventionally

well-known E-mail. MTA(Mail Transfer Agent) 21 which transmit the E-mail (questionnaire mail or NOBERI tea mail) sent from the processing means [to have the function of MUA (Mail User Agent)] 12 side to other mail servers on the Internet 8, It was transmitted from other mail servers (MTA which the cellular phone 7 specifically uses), and has MDA(Mail Delivery Agent) 23 which distribute the E-mail which MTA21 received to local Moers Poole 22.

[0043] When [namely,] a questionnaire result (reply mail) is once accommodated in Moers Poole 22 within the processing means 12 and the customer information means 19 reads reply mail from Moers Poole 22 It becomes possible to unify by making reply data link to customer data etc., and to accumulate into the customer-data-management means 19.

[0044] On the other hand, the accumulation state of the data of the customer-data-management means 19 etc. is supervised, customer data is inputted into Web server 11, and whenever customer data is added to the customer-data-management means 19, the E-mail creation means 17 is constituted so that questionnaire data may be transmitted to a customer's 2 cellular phone 7.

[0045] Moreover, it also has the questionnaire data selection means which pulls out the skeleton of questionnaire data from the skeleton management tool 18 in order to transmit the questionnaire according to customer data to the E-mail creation means 17. It becomes possible to make auto select of the questionnaire by this, and to transmit to a customer's cellular-phone 7 side.

[0046] For example, questionnaire skeleton No1, questionnaire skeleton No2, and --- are saved at the skeleton management tool. The first time transmitting conditions which transmit questionnaire mail of questionnaire skeleton No1 to a questionnaire selection means at the store 1 concerned to the customer who came to the store for the first time, The repeater transmitting conditions which transmit questionnaire mail of questionnaire skeleton No2 to the store 1 concerned to the customer who came to the store two or more times, It shall come to the store two or more times at the store 1 concerned, and the NOBERI tea repeater transmitting conditions which transmit questionnaire mail of questionnaire skeleton No3 to the customer who uses NOBERI tea shall be set up.

[0047] In this case, if this customer data is the thing of an unregistered customer name when the above-mentioned questionnaire selection means checks the data of the customer-data-management means 19 and new customer data is added First time transmitting conditions are operated, questionnaire skeleton No1 is called, questionnaire skeleton No1 is written in the text side of the questionnaire mail by which a header is created with the customer data concerned, reply mail is created, and it sends to the transmission-and-reception ***** 13 side.

[0048] Moreover, [data] if the customer data added newly is already the thing of a registered

customer name If the existence of use of NOBERI tea is checked from customer data and NOBERI tea is used NOBERI tea repeater transmitting conditions are operated, questionnaire skeleton No3 are called, questionnaire skeleton No3 are written in the text side of the questionnaire mail by which a header is created with the customer data concerned, reply mail is created, and it sends to the transmission-and-reception ***** 13 side.

[0049] On the other hand, if NOBERI tea is not used, repeater transmitting conditions are operated. Questionnaire skeleton No2 are called, questionnaire skeleton No2 are written in the text side of the questionnaire mail by which a header is created with the customer data concerned, reply mail is created, and it sends to the transmission-and-reception ***** 13 side. In the questionnaire Management Department 2 side, the questionnaire mail according to the customer's 2 conditions can be transmitted to each customer 2 by the above.

[0050] On the other hand, accumulation preservation also of the skeleton (NOBERI tea data) of the NOBERI tea in graphics or a text (character) is carried out at the above-mentioned skeleton management tool at the customer's 2 cellular phone 7. The E-mail creation means is equipped with a NOBERI tea selection means to choose NOBERI tea to a customer under predetermined conditions, and the E-mail creation means can transmit NOBERI tea mail with the NOBERI tea chosen by the NOBERI tea selection means.

[0051] Namely, an E-mail creation means functions as an information data transmitting means by NOBERI tea selection *****. [this information data transmitting means (E-mail creation means)] like the case of questionnaire mail Check the data of the customer-data-management means 19, and the header of an E-mail is created from the reply data (customer data) of the customer 2 corresponding to the conditions (NOBERI tea transmitting conditions) set up beforehand. The data of the NOBERI tea chosen as the text of this E-mail by the NOBERI tea selection means can be written in, NOBERI tea mail can be created, it can send to transmission-and-reception ***** (MTA), and this NOBERI tea mail can be transmitted to a customer's 2 cellular-phone 7 side.

[0052] For example, if the case where NOBERI tea (discount certificate) is taken out to each customer 2 according to customer satisfaction (it is considered as "satisfaction" and the thing which "usually" has three steps of replies of "dissatisfaction") as mentioned above is explained to an example A NOBERI tea selection means checks the data of the item of the customer satisfaction of the reply data picked out from reply mail. If it is "satisfaction", [management tool / 18 / skeleton / the data of NOBERI tea NO1] If it is "common" and "dissatisfied" about the data of NOBERI tea NO2 from the skeleton management tool 18, the data of NOBERI tea NO3 will be read from the skeleton management tool 18, and it will write in the text of an E-mail. And an E-mail creation means sends the E-mail with which NOBERI tea data was written

in the text as mentioned above to transmission-and-reception ***** 13.

[0053] Predetermined NOBERI tea is sent to the customer 2 (cellular phone 7) who agreed on the above-mentioned conditions by the above as NOBERI tea mail, and it becomes possible to use it at the time of coming to the store to the store 1 concerned on and after next time. By setting up so that the frame of NOBERI tea NO2 may have the amount of discount larger than the frame of NOBERI tea NO1 by a discount certificate at this time and the frame of NOBERI tea NO3 may become large from the frame of NOBERI tea NO2 A bigger discount (advantageous NOBERI tea) to a customer with many dissatisfied points can be offered, and it also becomes possible to raise a customer's degree of satisfaction more directly.

[0054] In addition, NOBERI tea is displayed on the cellular phone 7 which NOBERI tea data is data which makes graphics or a text display on the display of the cellular phone 7 as mentioned above, namely, received NOBERI tea mail

and to the store side [with coordinated operation with a point of sales system and a client computer 4] It can send to the customer data server computer 6 side of the customer 2 at the time of a reincarnation store more easily.

[0055] As mentioned above while the questionnaire Management Department 3 carries out and collects questionnaires automatically to a customer with the data from a store 1 or a customer 2 Since a customer 2 can be provided with predetermined NOBERI tea, the questionnaire survey to a customer 2 can be conducted at high efficiency as mentioned above, and also a customer's degree of satisfaction can be indirectly raised by the improvement by the side of a store 1 directly [tea / NOBERI], and the quality of a store 1 can be raised.

[0056] Moreover, since the questionnaire Management Department 3 side (server computer 6) is equipped with the database server 16, A customer's 2 data can be stored as a database, and data management can be performed easily, and also it becomes possible to also manage a customer's data individually and continuously and to be possible, to be able to conduct data analysis etc. easily and to raise customer satisfaction efficiently to the store 1 side.

[0057] In addition, although a store 1 and the questionnaire Management Department 3 explained as what performs data communications by web service, you may constitute the above-mentioned embodiment so that the questionnaire Management Department 3 side may receive customer data from a store 1 with an E-mail. In this case, although it is necessary to prepare the mail server for carrying out e-mail exchange the store 1 side instead of Web server 11 of the questionnaire Management Department 3, it is possible to also make above-mentioned transmission-and-reception ***** 13 make it serve a double purpose.

[0058] Moreover, although the questionnaire Management Department 3 explains by the above-mentioned embodiment as what became independent of a store 1 The questionnaire Management Department 3 and a store 1 may be the same institutions, the questionnaire Management Department 3 may manage two or more stores 1 further, and you may constitute so that the customer data from two or more stores 1 may be processed. It also becomes possible to manage the data of a franchise collectively especially by this in the headquarters of franchise, and it becomes possible to raise the customer satisfaction of the whole franchise concerned of it.

[0059]

[Effect of the Invention] When a store is a restaurant, for example according to the structure of this invention constituted as mentioned above, and the store side has a customer's information offered from the customer side in the time of accounts etc. Customer data is transmitted to a server terminal from the terminal for data communications by the side of a store. Recovery of the questionnaire by this system is completed because a questionnaire (questionnaire data) is transmitted to terminals for data communications, such as a customer's cellular phone, from a server terminal, and a customer inputs a reply into a questionnaire with the terminal for information and telecommunications, creates reply data and transmits to the server terminal side.

[0060] Thereby, the customer can perform the reply to a questionnaire out of a store, and since he can reply to a questionnaire comparatively freely, the burden to entry of a questionnaire can decrease, and his recovery rate of a questionnaire can improve, and he can collect more customer surveys to the store side.

[0061] Since store outside can enter a questionnaire especially in the customer side at a house etc. depending on the case, The dissatisfied point over an applicable store etc. can be filled in easily, and it becomes possible to collect more dissatisfied points over a store in the store side. The improving point by the side of a store etc. can be easily discovered from the collected dissatisfied point, the quality by the side of a store can be raised, and a customer's degree of satisfaction can be raised.

[0062] When [moreover,] a server terminal transmits the premium data of NOBERI tea, such as discount, to the customer who performed a birthday present E-mail and recovery of the questionnaire to the customer side corresponding to predetermined conditions at information data other than a questionnaire, for example, a customer's birthday The customer who is experienced in coming to the store is provided with NOBERI tea, and a customer's degree of satisfaction can be raised still more directly.

[0063] Especially when a customer's terminal for data communications is a cellular phone The

portability of the terminal for data communications is high, and the recovery rate of a questionnaire not only improves more, but The portability of information data also becomes high and the customer can receive NOBERI tea service easily by carrying the terminal for data communications into a store by making premium data into a thing reproducible for the premium which consists of graphics or a character by a customer's terminal side for data communications, for example.

[0064] When [in addition,] a premium (NOBERI tea) consists of a bar code displayed on the display of a cellular phone, gives a discount, for example and is service The customer side can receive discount service easily, and also a customer's reincarnation store data can be inputted into the store side more certainly and easily at the store side, and it can also transmit to the Management Department side.

[0065] In addition, by making the customer data from the store side, and the reply data from the customer side store in the server terminal side by accumulation means, such as a database server, analysis of a questionnaire etc. can be conducted easily.

[Brief Description of the Drawings]

[Drawing 1] It is this whole system schematic view.

[Drawing 2] It is the schematic view having shown the state of providing the store side with customer information from a customer.

[Drawing 3] It is the schematic view having shown the state of transmitting customer data to the server computer side from the store side.

[Drawing 4] It is the schematic view having shown the state of transmitting questionnaire mail to a cellular phone from the server computer side.

[Drawing 5] It is the schematic view having shown the state of transmitting reply mail to the server computer side from a cellular phone.

[Drawing 6] It is the schematic view having shown the state of transmitting NOBERI tea mail to a cellular phone from the server computer side.

[Drawing 7] It is the schematic view in which the customer showed the state of using NOBERI tea to the store side.

[Drawing 8] It is the block diagram having shown the connection state of each terminal.

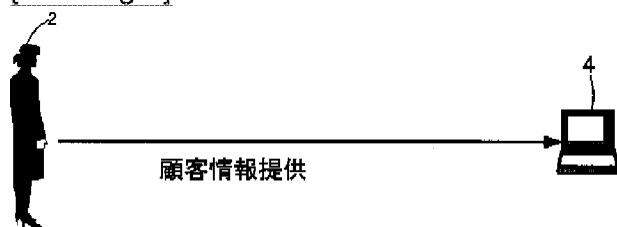
[Drawing 9] It is the block diagram of a server computer.

[Explanations of letters or numerals]

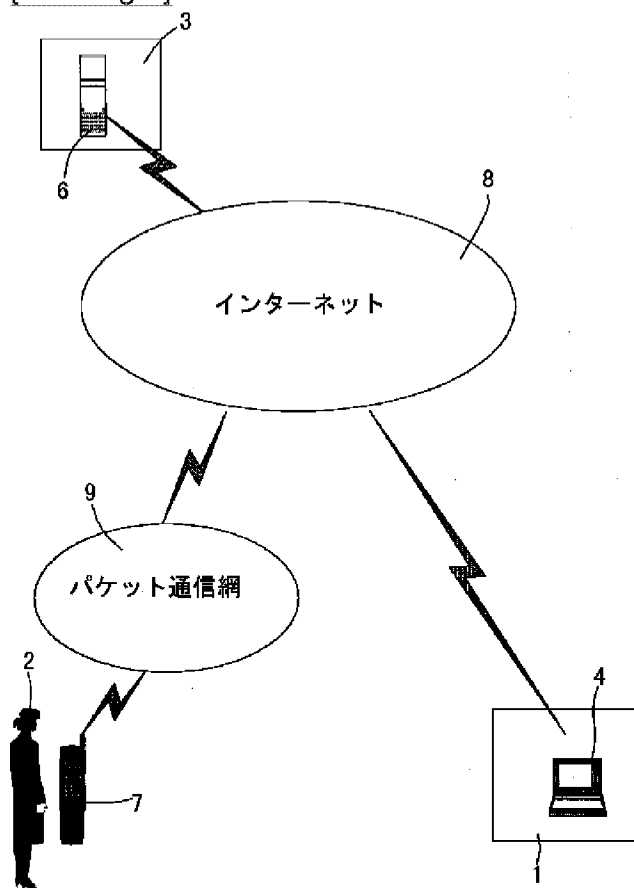
1 Store

- 2 Customer
- 6 Server Computer (Server Terminal)
- 7 Cellular Phone
- 16 Processing Means
- 13 Transceiver Means
- 18 Database Server (Accumulation Means)

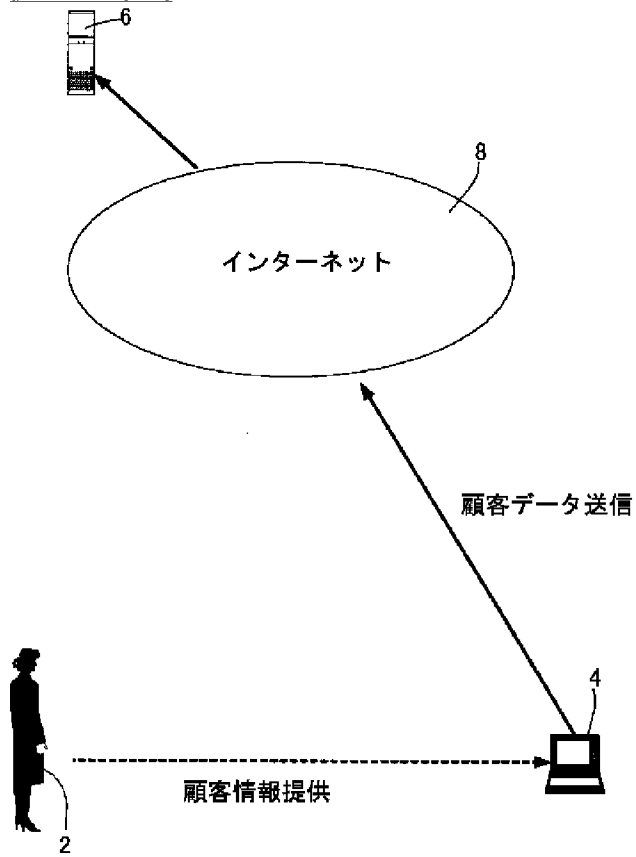
[Drawing 2]



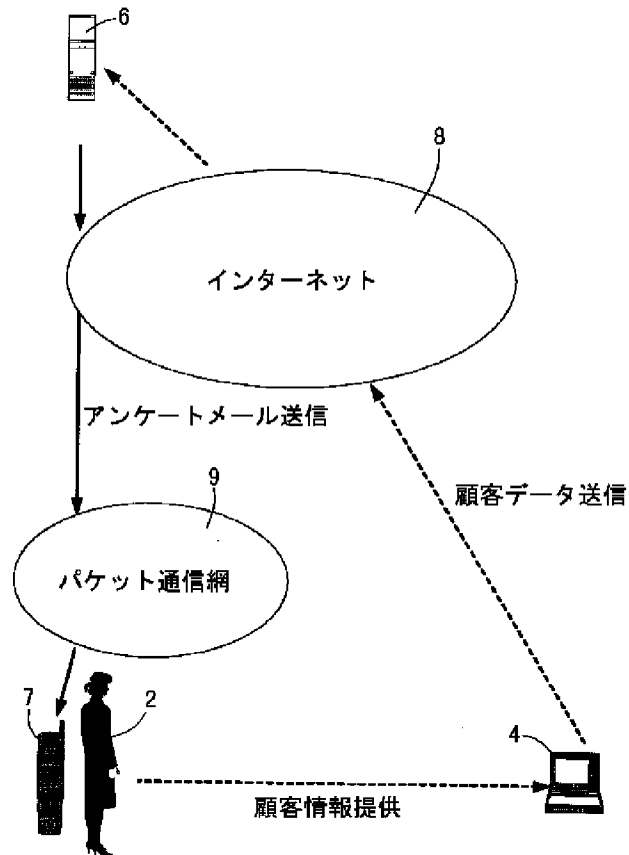
[Drawing 1]



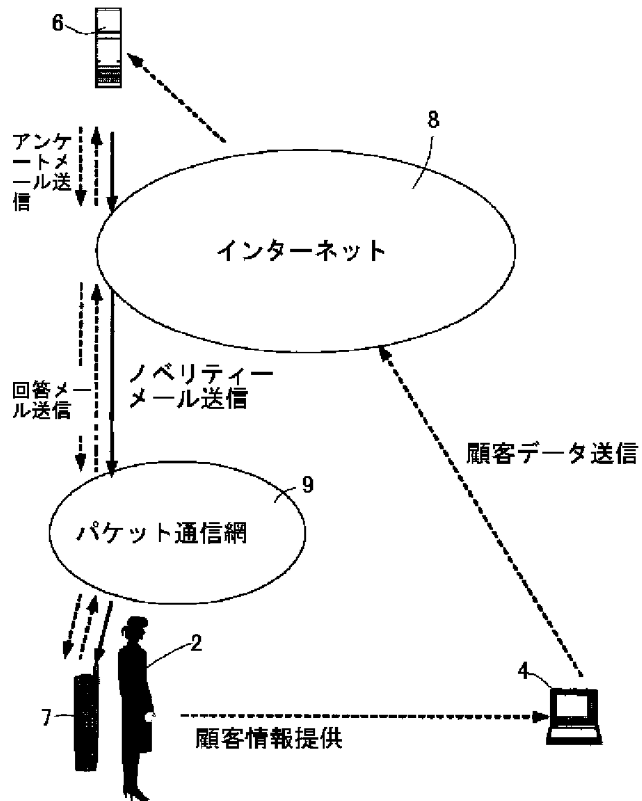
[Drawing 3]



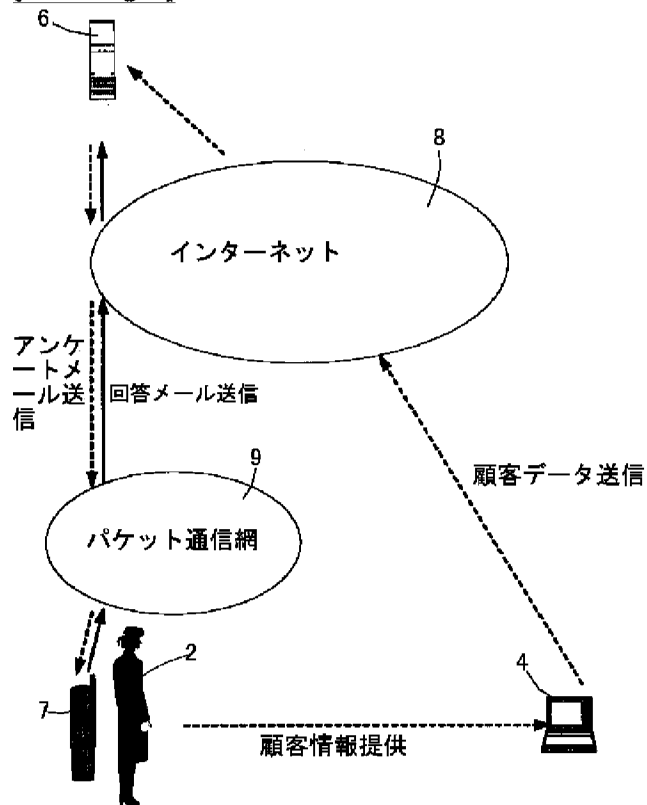
[Drawing 4]



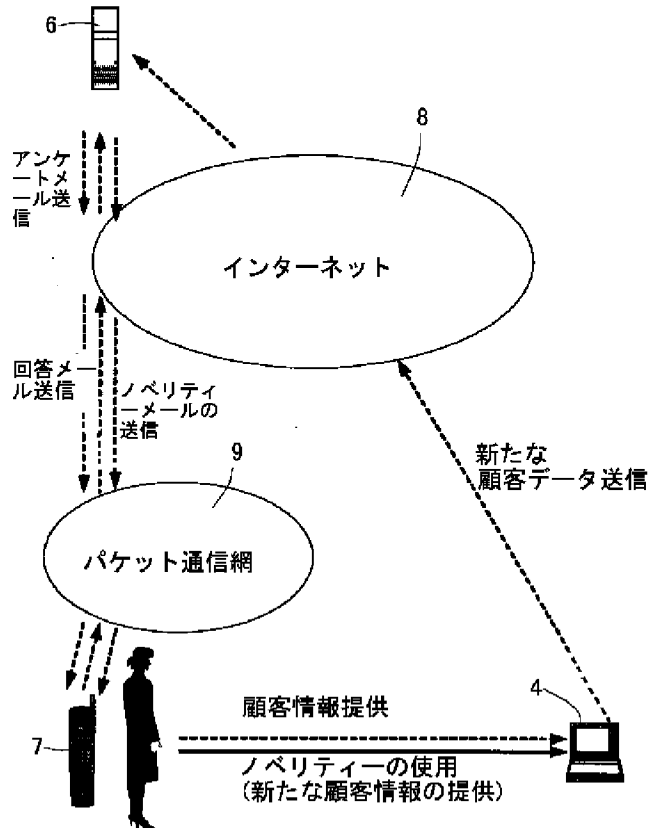
[Drawing 6]



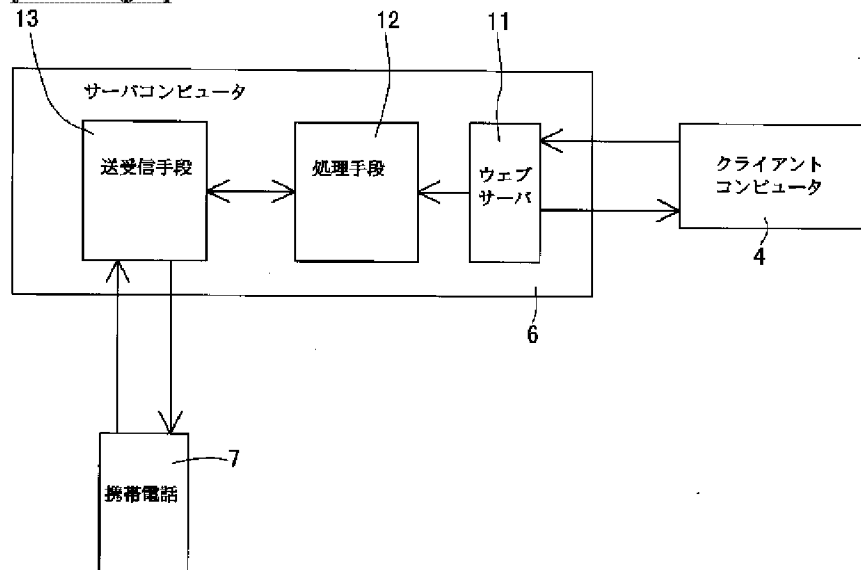
[Drawing 5]



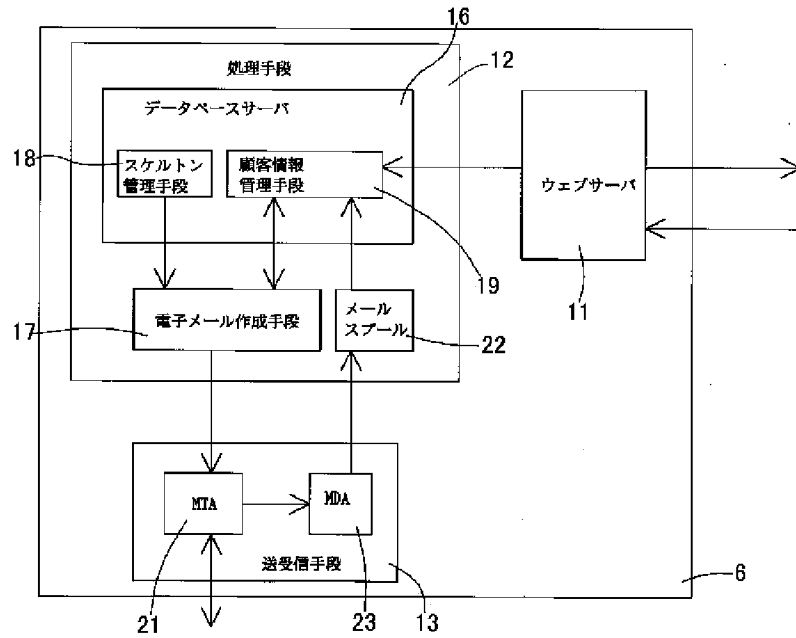
[Drawing 7]



[Drawing 8]



[Drawing 9]



[Translation done.]